



PHILIP MORRIS

INCORPORATED

100 PARK AVENUE, NEW YORK, N.Y. 10017

★ ★ ★

**ADVERTISING
SCHEDULE**

NOVEMBER 4 - DECEMBER 23

6TH SALES CYCLE

1974

★ ★ ★

MARLBORO BENSON & HEDGES PARLIAMENT
VIRGINIA SLIMS MULTIFILTER

1005200538



NATIONAL PERIODICALS
ON SALE THIS CYCLE

MARLBORO

TV Guide
Time
Newsweek
U.S. News & World Report
People
Sports Illustrated
Playboy
Playhouse
Oui
V.I.P. Magazine
Esquire
Popular Science
Popular Mechanics
Mechanix Illustrated
Sport
True
Sports Afield
Sporting News
Argosy
Outdoor Life
Scout Stream
VFW Magazine
American Legion
Motor Trend
Hot Rod
Car Craft
Roadster Track
McCalls
Family (Army Times)
Ladies Home Journal
Redbook
Ebony
Jet
Contact
Players
Black Sports
Family Circle
Cosmopolitan
Money
Travel & Leisure
New Times

VIRGINIA SLIMS

TV Guide
People
McCalls
Ladies Home Journal
Redbook
Cosmopolitan
Vogue
Mademoiselle
Harper's Bazaar
Family Circle
Woman's Day
American Home
House & Garden
House Beautiful
MacFadden's Women's Group
Dell Modern Group
Southern Living
Good Housekeeping
Glamour
Viva
Girl Talk
Ebony
Ebony Fashion Fair Program
Womens Sports
Essence

PARLIAMENT

TV Guide
Time
Newsweek
U.S. News & World Report
Sports Illustrated
Psychology Today
Money
Travel & Leisure
Saturday Review/World
Harpers
Atlantic
Woman's Day

BENSON & HEDGES

TV Guide
Time
Newsweek
U.S. News & World Report
People
Sport Illustrated
Esquire
Playboy
Playhouse
Viva
Ebony
Black Enterprise
Jet
Crises
Glamour
Ladies Home Journal
Redbook
Cosmopolitan
Family Circle
Woman's Day
Womens Sports
Good Housekeeping
Saturday Review/World
Atlantic
Psychology Today
Harper's
New Times
Glamour
Southern Living
National Jewish Monthly

MULTIFILTER

TV Guide

1005200539

LOCAL ADVERTISING REGION NO. 1

OUTDOOR*

Parliament (November)	Boston	110 Posters
Benson & Hedges (December)	Hartford	25 Posters
	New Haven	32 Posters
	New York	191 Posters
	Providence	38 Posters
	Newark	240 Posters
Parliament (November)	New York	1,800 2-Sheet Subway Panels
Benson & Hedges (December)	New York	500 King-Size Panels
Marlboro (November)	New York	300 Subway Clocks
Parlament (December)	Rochester	5 Bulletins
Marlboro	Bridgeport	2 Bulletins
	Boston	23 Posters
	Buffalo	18 Bulletins
	Hartford	110 Posters
	New Haven	4 Bulletins
	New York	34 Posters
	Providence	Erie County Stadium
	Albany	2 Bulletins
	Atlantic City	18 Posters
Marlboro	All Markets	4 Bulletins
Benson & Hedges	New York	13 Posters
		46 Bulletins
		6 Bulletins
		34 Posters
		1 Bulletin

REGIONAL PERIODICALS

Benson & Hedges, Parlament	Boston	Boston Magazine
Benson & Hedges, Parlament	Boston	Playbill
Benson & Hedges, Marlboro, Parlament	New York	Cue
Benson & Hedges, Parlament,	New York	Lincoln Center Programs
Benson & Hedges, Parlament, Marlboro	New York	New York Magazine

***Bulletin Dimensions:**

Bulletin (Permanent & rotating) - 12'x48" - 20"x70"
Poster (30-Sheet Panels) - 12"x25"
Kings (8-Sheet Panels) - 88"x85"
2-Sheet - 45"x59 1/2"

1005200540

SUNDAY SUPPLEMENTS

NATIONAL

	Family Weekly	Marlboro, Virginia Slims, Benson & Hedges
	Parade	Benson & Hedges, Marlboro, Virginia Slims
	Tuesday Dawn	Virginia Slims
		Virginia Slims, Benson & Hedges
	<u>LOCAL</u>	
Buffalo	Courier Express	Parliament
Boston	Advertiser/Herald Traveler	Parliament, Benson & Hedges, Marlboro, Virginia Slims
Hartford	Courant	Parliament
New York	Long Island Newsday	Benson & Hedges Box, Marlboro, Virginia Slims, Parliament
	News	Benson & Hedges Box, Marlboro, Virginia Slims, Parliament
	Times	Parliament, Marlboro, Benson & Hedges Box
Newark	Star Ledger	Parliament
Providence	Journal	Benson & Hedges, Marlboro, Virginia Slims, Parliament
Rochester	Democrat & Chronicle	Benson & Hedges, Marlboro, Virginia Slims, Parliament
Syracuse	Herald American/ Post Standard	Parliament
Worcester	Sunday-Telegram	Benson & Hedges, Marlboro, Virginia Slims, Parliament

NEWSPAPERS:

Boston	Globe, Herald American	Marlboro Menthol
Bridgeport	Post Telegram	Marlboro Menthol
Hartford	Courant, Times	Marlboro Menthol
New Haven	Register	Marlboro Menthol
New York	News, Post, Times	Benson & Hedges Box, Marlboro Menthol
	Village Voice	Benson & Hedges Box,
	Amsterdam News	Benson & Hedges Box, Marlboro Menthol
	Jamaica Voice	Benson & Hedges Box, Marlboro Menthol
	Newark Afro- American	Benson & Hedges Box, Marlboro Menthol
	Long Island Newsday	Benson & Hedges Box, Marlboro Menthol
New Jersey	Paterson News	Benson & Hedges Box, Marlboro Menthol
	Trenton Times	Benson & Hedges Box, Marlboro Menthol
	Newark Star Ledger	Benson & Hedges Box, Marlboro Menthol

1005200541